R J Reynolds
Tobacco Company

Mark Young
New York Metro

May 12, 1997

To: All New York Metro Managers

Subject: Planet Menthol FF Box and Planet Menthol Lights Box

Dear Managers,

As we've discussed at the last couple of meetings, we will be introducing the two new Planet Menthol brands in the calls that currently carry Planet in mid to late June. The Moonlight brand group as agreed to furnish Planet Menthol pasters as support for the introduction. These pasters should be available in mid-June (Melinda Simmons will let us know).

Enclosed is the direct account fact sheet for the two new Planet styles. In those direct accounts that are selling the Moonlight brands (and showing weekly movement), these new items should be presented and sold. Please keep in mind that the initial order should be only 1 to 2 (6M) cases ..... we don't want to overload any direct account. Once the product begins selling they can get next day delivery. The divisions can schedule mid-June as their target for Down-the-Street effort.

If you have any questions, please give Mike or myself a call.

Sincerely,
Mark Young

cc: Melinda Simmons
Dave Wilmesher
Mike McHugh
Rory O'Rourke

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Source: https://www.industrydocuments.ucsf.edu/docs/lscy0000

MOONLIGHT TOBACCO COMPANY
Planet Menthol FF Box and Lights Box
Direct Account Fact Sheet - New York and Seattle Regions

ORDERING:

First Ship date: May 27, 1997

PRICING:

Moonlight Tobacco Co. brands are available only in 6m cases. List prices are as follows:

	Carton	(6m) Case	List Price
Planet Menthol FF Box	$12.39	$371.70	$61.95/M
Planet Menthol Light Box	$12.39	$371.70	$61.95/M

PRODUCT DIMENSIONS & WEIGHTS:

Planet Menthol (83MM Box)	Length	Width	Depth	Cube (ft.)	Weight
Pack	2.2047"	0.9055"	3.4055"	.004	.933oz.
Carton	11.1250"	1.8750"	3.4375"	.041	10.13oz
6M case	17.6250"	11.625"	11.6250"	1.378	19.7 lbs (FF) 19.3 lbs. (Lts)

UPC INFORMATION:

Style	Pack	Carton	6M Case
Planet Menthol FF Box	012300 24188	012300 24189	012300 24190
Plane Menthol Light Box	012300 24191	012300 24192	012300 24193

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